

**ORDER**

KSNV

**Orders**

Order / Rev: **104401**  
 Alt Order #: **06832079**  
 Product Desc: **HELLER FOR SENATE**  
 Estimate:  
 Flight Dates: **09/19/12 - 09/25/12**  
 Original Date / Rev: **07/17/12 / 07/25/12**  
 Order Type: **GENERAL**

Primary AE: **Amy McCreary**  
 Sales Office: **BLPHI**  
 Sales Region: **National**

**Agency**

Name: **Strategic Media Services, Inc.**  
 Buying Contact:  
 Billing Contact:  
 3299 K St. NW  
 Washington, DC 20007

Billing Type: **Cash**  
 Billing Calendar: **Broadcast**  
 Billing Cycle: **EOM/EOC**  
 Agency Commission: **15%**

**Advertiser**

Name: **Heller, Dean for U.S. Senate** *Revised*  
 Demographic: **A35+**  
 Product Codes: **PLC01**  
 Priority: **SELECT PRIORITY CODE**  
 Revenue Codes: **POLITICAL/AGY, PCAN, GEN**

New Business Thru:  
 Order Separation: **00:15:00**  
 Advertiser External ID:  
 Agency External ID:

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/25/12	116	\$62,510.00	\$53,133.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	116	\$62,510.00	\$53,133.50	0.00
<b>Totals</b>	<b>116</b>	<b>\$62,510.00</b>	<b>\$53,133.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

Order Share	Share	Total
KSNV	29%	\$62,510.00
Market	100%	\$215,551.72

**Competitive Share**

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$56,043.45
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$38,799.31
KTUD	1%	\$2,155.52
KVVU	24%	\$51,732.41
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$4,311.03

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/19/12	09/21/12	M-F 5-6a WakeUp w/WagM		5-6a	--WTF--	:30	3	\$185.00	2	0.00	NM	3	\$555.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	--WTF--			3		\$185.00		0.00				

Order / Rev: 104401  
 Alt Order #: 06832079  
 Flight Dates: 09/19/12 - 09/25/12

Advertiser: Heller, Dean for U.S. Senate  
 Product Desc: HELLER FOR SENATE  
 Estimate:

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/19/12	09/21/12	M-F 5-6a WakeUp w/Wa@M M-F 5-6a WakeUp w/Wagners	CM	5-6a	--WTF--	:30	3	\$185.002		0.00	NM	3	\$555.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					3	\$185.00		0.00			
E 2	KSNV	09/24/12	09/25/12	M-F 5-6a WakeUp w/Wa@M M-F 5-6a WakeUp w/Wagners	CM	5-6a	MT-----	:30	2	\$185.002		0.00	NM	2	\$370.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					2	\$185.00		0.00			
E 3	KSNV	09/24/12	09/25/12	M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners	CM	6-7a	MT-----	:30	2	\$450.002		0.00	NM	2	\$900.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					2	\$450.00		0.00			
E 4	KSNV	09/19/12	09/21/12	M-F 6-7a WakeUp w/Wa@M M-F 6-7a WakeUp w/Wagners	CM	6-7a	--WTF--	:30	3	\$450.002		0.00	NM	3	\$1,350.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					3	\$450.00		0.00			
E 5	KSNV	09/19/12	09/19/12	Today Show Today Show	CM	658a-9am	--W----	:30	2	\$550.002		0.00	NM	2	\$1,100.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--W----					2	\$550.00		0.00			
E 6	KSNV	09/20/12	09/21/12	Today Show Today Show	CM	658a-9am	---TF--	:30	2	\$550.002		0.00	NM	2	\$1,100.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---TF--					2	\$550.00		0.00			
E 7	KSNV	09/24/12	09/24/12	Today Show Today Show	CM	658a-9am	M-----	:30	1	\$550.002		0.00	NM	1	\$550.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$550.00		0.00			
E 8	KSNV	09/25/12	09/25/12	Today Show Today Show	CM	658a-9am	-T-----	:30	2	\$550.002		0.00	NM	2	\$1,100.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					2	\$550.00		0.00			
E 9	KSNV	09/24/12	09/25/12	M-F Today Show II 3rd H@M M-F Today Show II	CM	9-10a	MT-----	:30	2	\$200.002		0.00	NM	2	\$400.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					2	\$200.00		0.00			
E 10	KSNV	09/19/12	09/21/12	M-F Today Show II 3rd H@M M-F Today Show II	CM	9-10a	--WTF--	:30	3	\$200.002		0.00	NM	3	\$600.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					3	\$200.00		0.00			
E 11	KSNV	09/19/12	09/21/12	M-F Today Show III 4th H@M Today 4th Hour	CM	10am-11am	--WTF--	:30	3	\$200.002		0.00	NM	3	\$600.00
TODAY III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					3	\$200.00		0.00			
E 12	KSNV	09/24/12	09/25/12	M-F Today Show III 4th H@M Today 4th Hour	CM	10am-11am	MT-----	:30	2	\$200.002		0.00	NM	2	\$400.00
TODAY III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					2	\$200.00		0.00			
E 13	KSNV	09/24/12	09/25/12		CM	11am-12pm	MT-----	:30	2	\$200.002		0.00	NM	2	\$400.00

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Advertiser: Heller, Dean for U.S. Senate  
 Product Desc: HELLER FOR SENATE  
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Rachael Ray Rachael Ray											
				RR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----			2		\$200.00			0.00			
E 14	KSNV	09/19/12	09/21/12	Rachael Ray Rachael Ray	CM	11am-12pm	--WTF--	:30	3	\$200.00	2	0.00	NM	3	\$600.00
				RR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--			3		\$200.00			0.00			
E 15	KSNV	09/19/12	09/21/12	Noon News Noon News	CM	12-1230pm	---WTF--	:30	3	\$275.00	2	0.00	NM	3	\$825.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--			3		\$275.00			0.00			
E 16	KSNV	09/24/12	09/25/12	Noon News Noon News	CM	12-1230pm	MT-----	:30	2	\$275.00	2	0.00	NM	2	\$550.00
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----			2		\$275.00			0.00			
E 17	KSNV	09/24/12	09/25/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	MT-----	:30	2	\$200.00	2	0.00	NM	2	\$400.00
				AGENDA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----			2		\$200.00			0.00			
E 18	KSNV	09/19/12	09/21/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	--WTF--	:30	3	\$200.00	2	0.00	NM	3	\$600.00
				AGENDA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--			3		\$200.00			0.00			
E 19	KSNV	09/19/12	09/21/12	Days of our Lives Days of our Lives	CM	1258p-2pm	--WTF--	:30	3	\$275.00	2	0.00	NM	3	\$825.00
				DAYS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--			3		\$275.00			0.00			
E 20	KSNV	09/24/12	09/25/12	Days of our Lives Days of our Lives	CM	1258p-2pm	MT-----	:30	2	\$275.00	2	0.00	NM	2	\$550.00
				DAYS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----			2		\$275.00			0.00			
E 21	KSNV	09/24/12	09/25/12	The Doctors The Doctors	CM	2pm-3pm	MT-----	:30	2	\$175.00	2	0.00	NM	2	\$350.00
				DRS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----			2		\$175.00			0.00			
E 22	KSNV	09/19/12	09/21/12	The Doctors The Doctors	CM	2pm-3pm	--WTF--	:30	3	\$175.00	2	0.00	NM	3	\$525.00
				DRS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--			3		\$175.00			0.00			
E 23	KSNV	09/19/12	09/21/12	Dr. Phil Dr Phil	CM	3-4p	--WTF--	:30	3	\$300.00	2	0.00	NM	3	\$900.00
				PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--			3		\$300.00			0.00			
E 24	KSNV	09/24/12	09/25/12	Dr. Phil Dr Phil	CM	3-4p	MT-----	:30	2	\$300.00	2	0.00	NM	2	\$600.00
				PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----			2		\$300.00			0.00			
E 25	KSNV	09/24/12	09/25/12		CM	4-5pm	MT-----	:30	2	\$350.00	2	0.00	NM	2	\$700.00

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Advertiser: Heller, Dean for U.S. Senate  
 Product Desc: HELLER FOR SENATE  
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour) (4:00 PM-4:30 PM)															
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 MT----- 2 \$350.00 0.00															
E 26	KSNV	09/19/12	09/21/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)		4-5pm (4:00 PM-4:30 PM)	--WTF--	:30	3	\$350.00	2	0.00	NM	3	\$1,050.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 --WTF-- 3 \$350.00 0.00															
E 27	KSNV	09/19/12	09/21/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)		4-5pm (4:30 PM-5:00 PM)	--WTF--	:30	3	\$450.00	2	0.00	NM	3	\$1,350.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 --WTF-- 3 \$450.00 0.00															
E 28	KSNV	09/24/12	09/25/12	NEWS 3 at 4 (1 HOUR)CM 4PM NEWS (1 hour)		4-5pm (4:30 PM-5:00 PM)	MT-----	:30	2	\$450.00	2	0.00	NM	2	\$900.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 MT----- 2 \$450.00 0.00															
E 29	KSNV	09/24/12	09/25/12	M-F Early News M-F Early News	CM	5-630p	MT-----	:30	4	\$725.00	2	0.00	NM	4	\$2,900.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 MT----- 4 \$725.00 0.00															
E 30	KSNV	09/19/12	09/21/12	M-F Early News M-F Early News	CM	5-630p	--WTF--	:30	6	\$725.00	2	0.00	NM	6	\$4,350.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 --WTF-- 6 \$725.00 0.00															
E 31	KSNV	09/19/12	09/21/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	--WTF--	:30	3	\$725.00	2	0.00	NM	3	\$2,175.00
JEP <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 --WTF-- 3 \$725.00 0.00															
E 32	KSNV	09/24/12	09/25/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MT-----	:30	2	\$725.00	2	0.00	NM	2	\$1,450.00
JEP <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 MT----- 2 \$725.00 0.00															
E 33	KSNV	09/24/12	09/25/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MT-----	:30	2	\$725.00	2	0.00	NM	2	\$1,450.00
WHEEL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 MT----- 2 \$725.00 0.00															
E 34	KSNV	09/19/12	09/21/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	--WTF--	:30	3	\$725.00	2	0.00	NM	3	\$2,175.00
WHEEL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 --WTF-- 3 \$725.00 0.00															
E 35	KSNV	09/19/12	09/21/12	Face to Face w/ RalstonCM Face to Face w/ J.Ralston		730-758pm	--WTF--	:30	3	\$400.00	2	0.00	NM	3	\$1,200.00
FACE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 --WTF-- 3 \$400.00 0.00															
E 36	KSNV	09/24/12	09/25/12	Face to Face w/ RalstonCM Face to Face w/ J.Ralston		730-758pm	MT-----	:30	2	\$400.00	2	0.00	NM	2	\$800.00
FACE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/24/12 09/30/12 MT----- 2 \$400.00 0.00															
E 37	KSNV	09/24/12	09/24/12		CM	11pm-1135pm	M-----	:30	1	\$750.00	2	0.00	NM	1	\$750.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F News 3 at Eleven															
M-F News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	M-----					1	\$750.00		0.00			
E 38	KSNV	09/20/12	09/20/12	M-F News 3 at Eleven	CM	11pm-1135pm	---T---	:30	1	\$750.002		0.00	NM	1	\$750.00
M-F News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	---T---					1	\$750.00		0.00			
E 39	KSNV	09/19/12	09/21/12	The Tonight Show	CM	1135p-1237a	--WTF--	:30	3	\$250.002		0.00	NM	3	\$750.00
Tonight Show															
TON SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					3	\$250.00		0.00			
E 40	KSNV	09/24/12	09/25/12	The Tonight Show	CM	1135p-1237a	MT-----	:30	2	\$250.002		0.00	NM	2	\$500.00
Tonight Show															
TON SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					2	\$250.00		0.00			
E 41	KSNV	09/22/12	09/23/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$750.002		0.00	NM	2	\$1,500.00
Sa-Su News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----SS					2	\$750.00		0.00			
E 42	KSNV	09/22/12	09/22/12	News 3 Sunrise - SATUR	CM	6a-7a	-----S-	:30	1	\$200.002		0.00	NM	1	\$200.00
News 3 Sunrise SATURDAY															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$200.00		0.00			
E 43	KSNV	09/22/12	09/22/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$325.002		0.00	NM	1	\$325.00
Saturday Today															
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$325.00		0.00			
E 44	KSNV	09/22/12	09/22/12	News 3 Today - SATUR	CM	9am-930am	-----S-	:30	1	\$275.002		0.00	NM	1	\$275.00
News 3 Today - SAT															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$275.00		0.00			
E 45	KSNV	09/22/12	09/22/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	2	\$350.002		0.00	NM	2	\$700.00
Sa-Su Early News															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					2	\$350.00		0.00			
E 46	KSNV	09/22/12	09/22/12	Weekend Jeopardy/Wheel	CM	630-730pm	-----S-	:30	1	\$350.002		0.00	NM	1	\$350.00
WKND Jeop/Wheel															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$350.00		0.00			
E 47	KSNV	09/22/12	09/22/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$750.002		0.00	NM	1	\$750.00
Saturday Night Live															
SNL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$750.00		0.00			
E 48	KSNV	09/23/12	09/23/12	News 3 Sunrise - SUND	CM	6a-7a	-----S	:30	1	\$185.002		0.00	NM	1	\$185.00
News 3 Sunrise SUNDAY															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$185.00		0.00			
E 49	KSNV	09/23/12	09/23/12		CM	7a-8am	-----S	:30	1	\$625.001		0.00	NM	1	\$625.00

Order / Rev: 104401  
 Alt Order #: 06832079  
 Flight Dates: 09/19/12 - 09/25/12

Advertiser: Heller, Dean for U.S. Senate  
 Product Desc: HELLER FOR SENATE  
 Estimate: KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Sunday Today											
				Sunday Today											
				SUN TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/23/12	09/23/12	-----S	1		\$625.00		0.00						
E 50	KSNV	09/23/12	09/23/12	Meet the Press	CM	8a-9am	-----S	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00
				Meet the Press											
				MTP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/23/12	09/23/12	-----S	1		\$3,000.00		0.00						
E 51	KSNV	09/23/12	09/23/12	News 3 Today Wknd	CM	9a-930am	-----S	:30	1	\$250.00	2	0.00	NM	1	\$250.00
				News 3 Today											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/23/12	09/23/12	-----S	1		\$250.00		0.00						
E 52	KSNV	09/23/12	09/23/12	Chris Matthews 9:30AM	CM	9:30a-10a	-----S	:30	1	\$250.00	2	0.00	NM	1	\$250.00
				Chris Matthews SUN 9:30am											
				CM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/23/12	09/23/12	-----S	1		\$250.00		0.00						
E 53	KSNV	09/23/12	09/23/12	NFL Football	CM	1P-9PM	-----S	:30	1	\$8,000.00	2	0.00	NM	1	\$8,000.00
				NFL Football											
				SNF											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/23/12	09/23/12	-----S	1		\$8,000.00		0.00						
E 54	KSNV	09/23/12	09/23/12	NFL End of Game Break	CM	1p-9p	-----S	:30	1	\$6,500.00	2	0.00	NM	1	\$6,500.00
				NFL End of Game Break											
				POSTGAME											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/23/12	09/23/12	-----S	1		\$6,500.00		0.00						
E 55	KSNV	09/23/12	09/23/12	Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$200.00	2	0.00	NM	1	\$200.00
				Sports Night in Las Vegas											
				SPORTS NIGHT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 09/17/12		09/23/12	09/23/12	-----S	1		\$200.00		0.00						
													Totals	116	\$62,510.00